



**WOMENSWEAR**  
**SS25**  
**DRESSES**  
**UPDATE**



**LIVETREND**

# DRESSES UPDATE **INTRODUCTION**



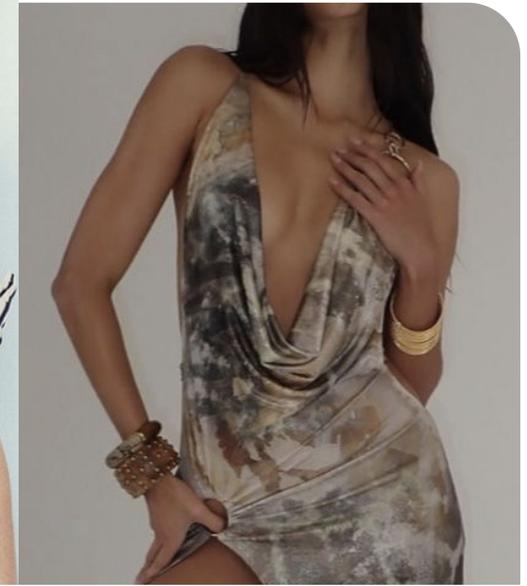
@forloveandlemons5.png



rouje5.jpg.webp



altuzarra4.png



jaded2.png



**UPDATE**

## **Focus on Femininity.**

The SS25 season brings a notable shift towards bohemian-inspired, soft feminine silhouettes, moving away from the bold, sexy cutout bodycons of previous years. Designs are embracing the allure of milkmaid dresses, complete with intricate corset details and crafted from light, airy cotton fabrics that exude effortless elegance. Maxi kaftans and flouncy silhouettes take center stage, offering a relaxed yet sophisticated aesthetic that resonates with contemporary tastes. This season also witnesses a more understated approach to slinky slip dresses, characterized by maxi lengths and trending plunge or halter necklines or long monastic sleeves, adding a touch of subtle glamour. Bubble hems, emerging from new dropped waist silhouettes, introduce a playful and fresh dimension to create a tutu-like designs. While tube dresses continue to hold their timeless appeal, ladylike boat and scoop necks are increasingly coming into focus, redefining elegance with their classic yet modern sensibilities.

*This report is based on Livetrend data extracted from Instagram & e-commerce during June analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

**ACCESS ALL IMAGES  
CLICKING HERE**



SS25 UPDATE  
**DRESSES**  
**STYLE FOCUS**



LIVETREND

BIG TREND

# KEY STYLES THE MILKMAID STYLE

WWW  
+160%  
YOY



altuzarra1.png



@forloveandlemons7.png



@ullajohnson\_1.png



anthropology20.webp



urbanoutfitters9.webp



freepeople17.webp



@prohoda.png

WOMENSWEAR

DRESSES

SS25 UPDATE

BIG TREND

# KEY STYLES THE PLUNGING SLIP

WWW  
+250%  
YOY



blumarine1.png



@kisafstudio.jpg



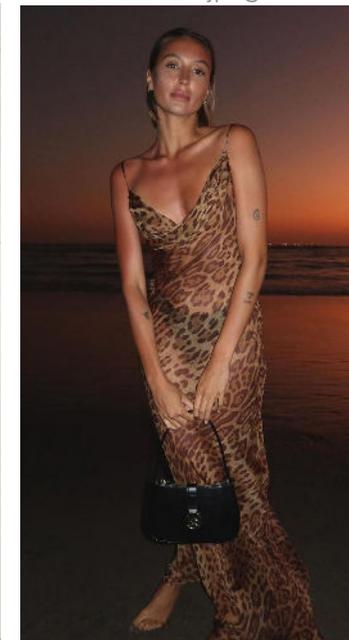
Staud6.jpeg



zara62.jpg



Monse 7.jpg



@rentcomite.jpg



zara72.jpg

STABLE TREND

# KEY STYLES THE COTTAGE FIT&FLARE

WWW  
+80%  
YOY



@shopworewhat6.png



freepeople46.webp



shopalexis8.png



The Reformation\_1.webp



zara

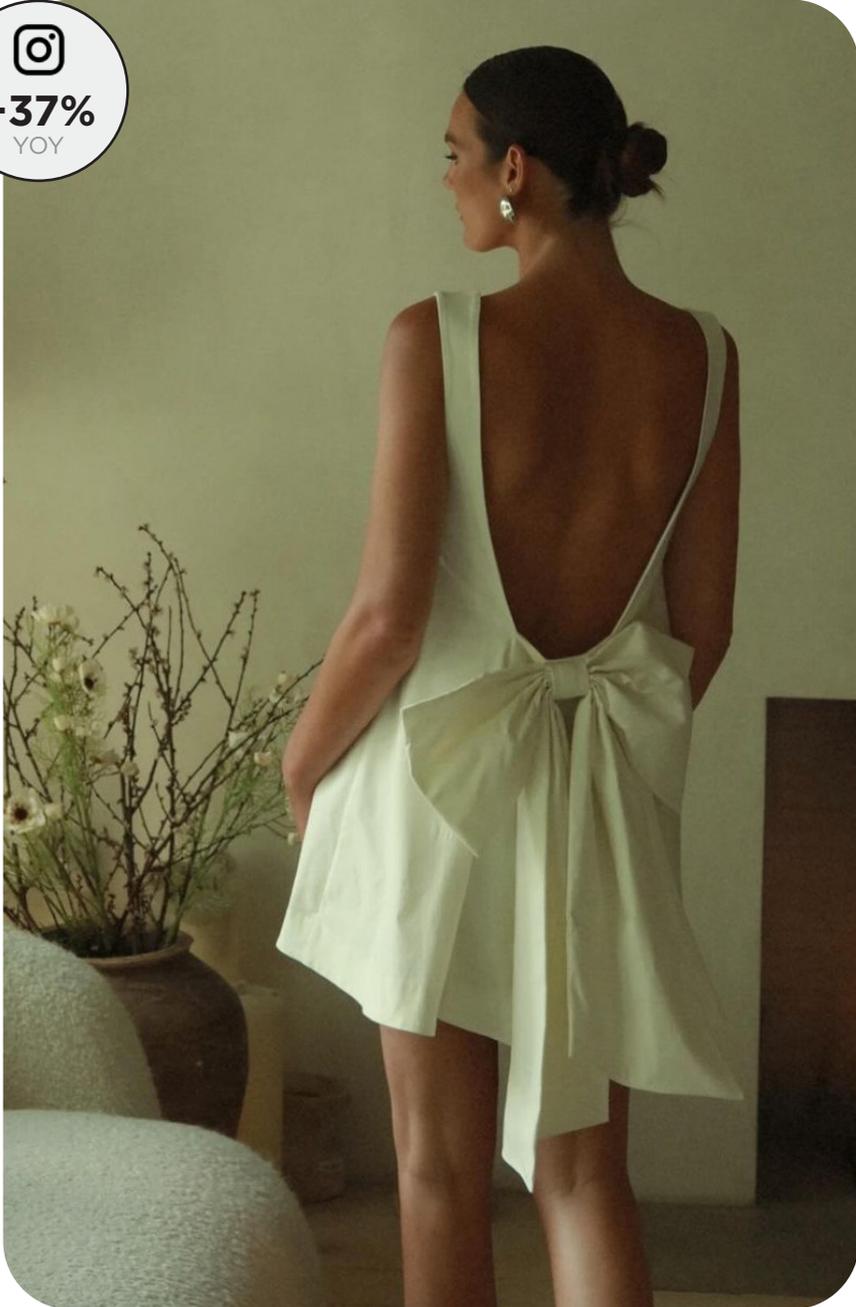


@ohpolly.jpg



Matteau.jpg

  
**+37%**  
YOY



@lpa.jpg



@luciaavendano.jpg



CHloe12.jpg



Retrofete 1.jpg



@lisonseb.jpg



@maisoncleo.jpg



faithfullthebrand8.webp.jpeg

SAFE TREND

# KEY STYLES THE HOLIDAY TUBE

WWW  
**+120%**  
YOY



anthropology10.webp



forloveandlemons4.jpg.webp



Armarium4.jpeg



posse



Tove 9.jpg



cala de la cruz



shopalexis1.png

SAFE TREND

# KEY STYLES THE FEMININE HALTER

  
**+49%**  
YOY



forloveandlemons17.jpg.webp



cultgaia3.jpg.webp



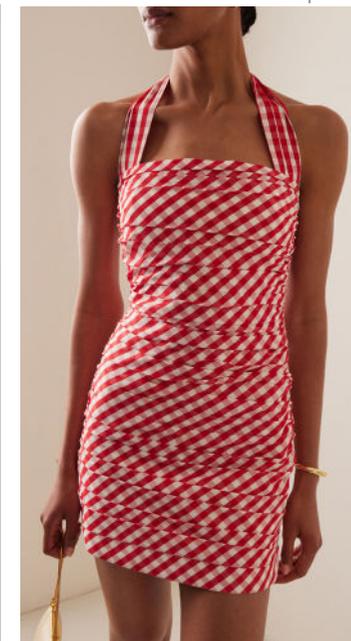
urbanoutfitters.webp



sir



anthropology21.webp



bernadette



@modaoperandi12.png

STABLE TREND

# KEY STYLES THE BOHO TUNIC

WWW  
+50%  
YOY



freepeople47.webp



Alberta Ferretti 4.jpg



CHloe17.jpg



freepeople7.webp



CHloe8.jpg



sea ny5.png



anthropology6.webp

WOMENSWEAR

DRESSES

SS25 UPDATE

EARLY SIGN

# KEY STYLES THE DRAPED HIGH-NECK

  
**+80%**  
YOY



@avecstudio.jpg



@tovestudio.jpg



Colangelo 7.jpg



significant-other (1).jpg



Tiger of Sweden.webp



lla.jpg



sophie-et-voila.jpg

EARLY SIGN

# KEY STYLES THE ROMCOM BODYCON

  
**+90%**  
YOY



urbanoutfitters20.webp



Urban Outfitters\_18.webp



@shopweworewhat7.png



@forloveandlemons9.png



Freepeople\_7.webp



rouje6.jpg.webp



rouje9.jpg.webp



EARLY SIGN

# KEY STYLES THE LOW-RISE LONGLINE

WWW  
+250%  
YOY



@shopweworewhat2.png



@christietyler.jpg



laura garcia.jpg



@shopweworewhat5.png



mirror palais\_2.jpg



del core



urbanoutfitters16.webp

EDGY TREND

# KEY STYLES THE LOW-RISE TUTU

  
**+170%**  
YOY



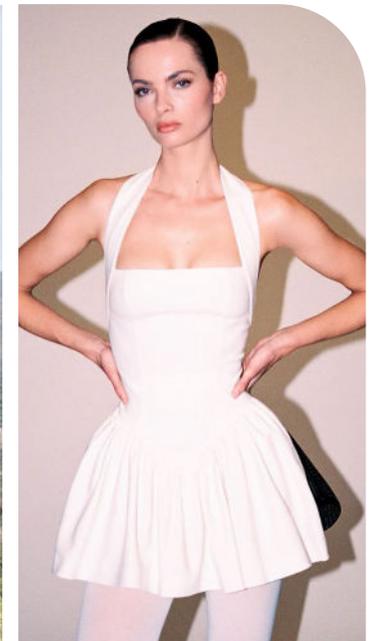
@forloveandlemons3.png



@isabellagray.jpg



Coperni 3.jpg



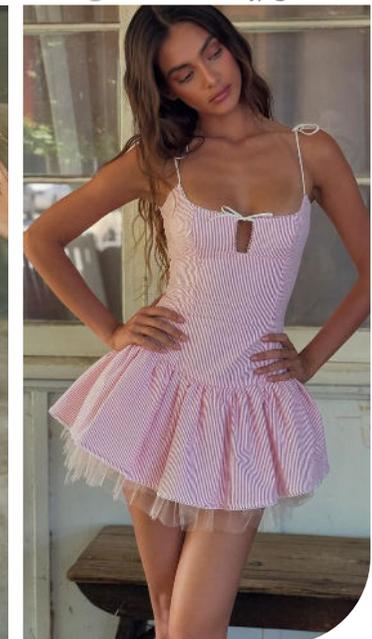
@helsastudio.jpg



zara82.jpg



shopalexis6.png



@faithparfouch.jpg

EDGY TREND

# KEY STYLES THE CRAFTED MASTERPIECE

WWW  
+70%  
YOY



zara6.jpg



@wolfcub2.png



@modaoperandi1.png



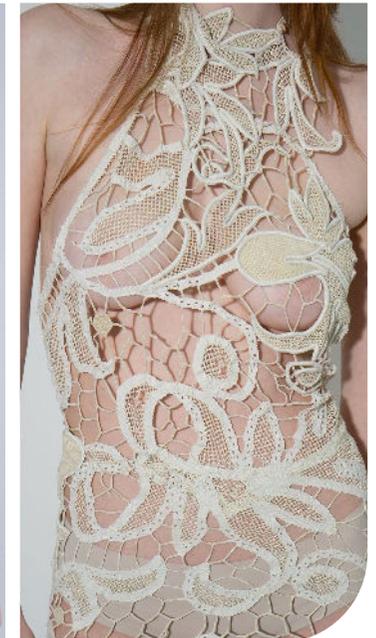
@cultgaia.jpg



Freepeople\_39.webp



@kettleatelier.jpg



@lesfleursstudio.jpeg

EARLY SIGN

# KEY STYLES THE FRIVOLOUS FRILL

WWW  
+50%  
YOY



@shopweworewhat8.png



freepeople (2).webp



siedres



Retrofete.webp



zara38.jpg



Vuitton 6.jpg



@stolenstores.jpg

WOMENSWEAR

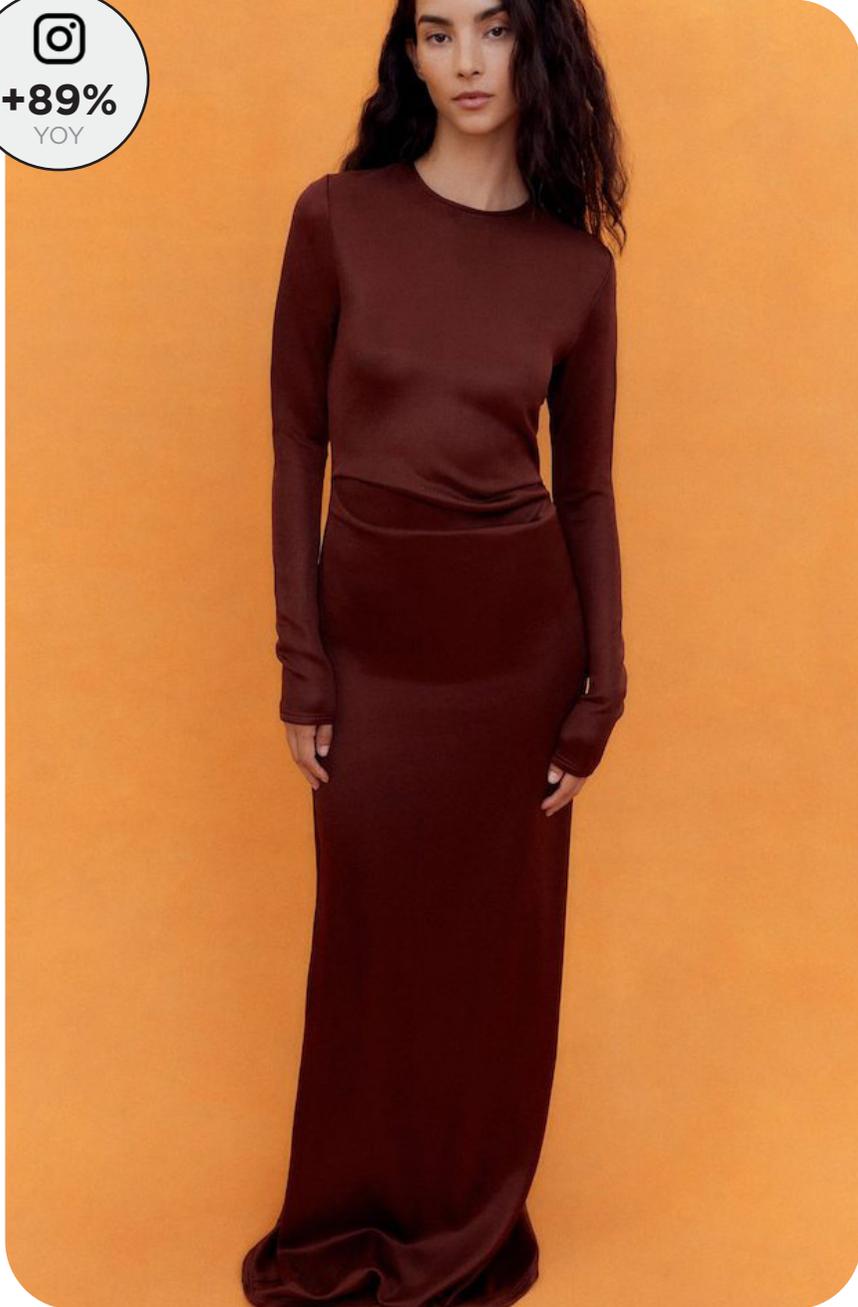
DRESSES

SS25 UPDATE

EARLY SIGN

# KEY STYLES THE MONASTIC MAXI

  
**+89%**  
YOY



Tove 4.jpg



@ilemerci.jpg



@faithfulthebrand\_1.jpg



@faithfulthebrand3.jpg



@dymostudio\_1.jpg



shopalexis7.png



@modaoperandi5.png



SS25 UPDATE  
**DRESSES**  
**DETAIL FOCUS**



LIVETREND

# KEY STYLES - FITTED BODICE



## LAYERED LINGERIE



freepeople1.webp



urbanoutfitters5.webp



freepeople33.webp



## INTEGRATED CORSET



freepeople13.webp



reformation



anthropology3.webp

# KEY STYLES - NECKLINES



## FIRST LADY CLASSICS



anthropology7.webp



philosophy1.png



bernadetteantwerp2.png



## CONTRASTED ENTRE-DEUX



urbanoutfitters13.webp



rouje8.jpg.webp



forloveandlemons9.jpg.webp

# KEY STYLES - NECKLINES



## CHOCKER HALTER



@jarinpat.jpg



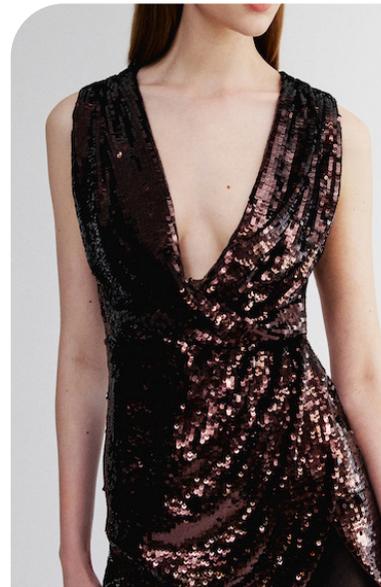
freepeople32.webp



verge\_girl5.jpg.webp



## WATERFALL



Aknvas 3.jpg



Anthropology\_7.webp

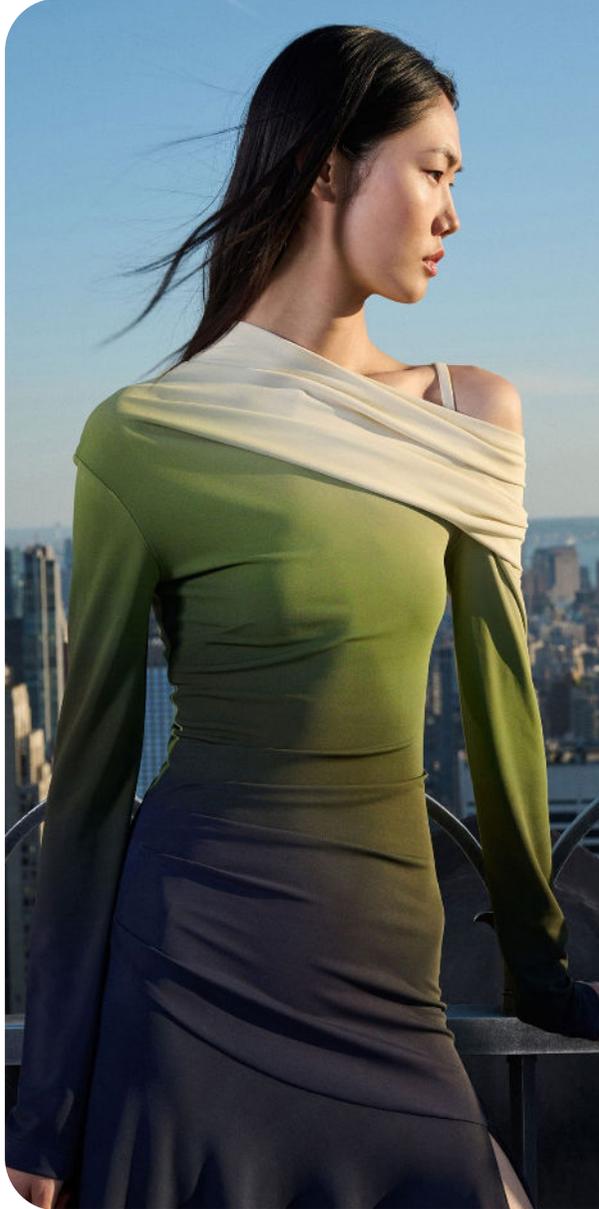


Versace1.jpg

# KEY STYLES - DRAPES



## ASYMMETRIC SHOULDER



Monse 13.jpg



freepeople2.webp



Jacquemus.jpg



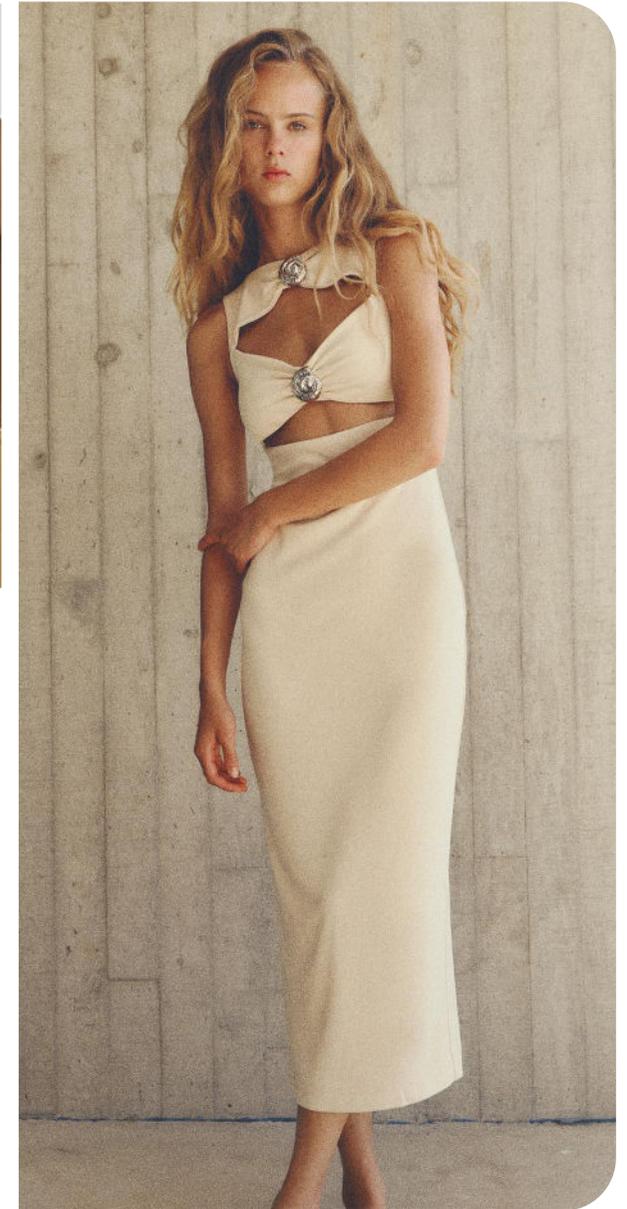
## DRAPED CUT-OUTS



freepeople19.webp



cultgaia1.jpg.webp



zara70.jpg

# KEY STYLES - HEMS



## HANDKERCHIEF LOOK



urbanoutfitters4.webp



Freepeople\_36.webp



philosophy2.png



## BUBBLEMANIA



LoveShackFancy 3.jpg



Simkhai 1.jpg



No 219.jpg

# KEY STYLES - DETAILS



## FLOUNCED-UP



forloveandlemons16.jpg.webp



freepeople8.webp



Retrofete.webp



## BOHO FRILLS



cecilia prado.webp



Anthropology\_6.webp



sea ny4.png

# KEY STYLES - EMBELLISHMENTS



## SMALL ALL-OVER



zara80.jpg



Bluemarine10.jpg



freepeople12.webp



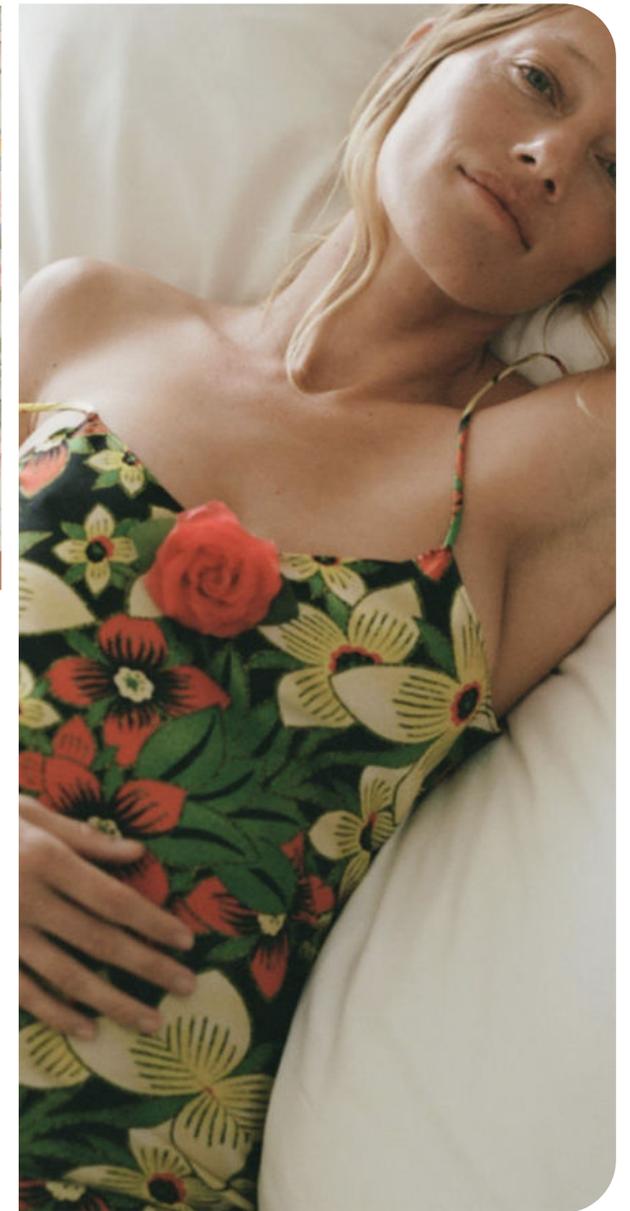
## BOTANICAL ADD-ON



forloveandlemons2.jpg.webp



altuzarra5.png



@modaoperandi2.png

# DATA SOURCES & ICONS

## TREND GROWTH



### MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



### SOCIAL MEDIA

YEAR ON YEAR TREND GROWTH ON INSTAGRAM



### CONSUMER INTEREST

YEAR ON YEAR GROWTH OF ONLINE SEARCH VOLUMES



### FASHION SHOWS

YEAR ON YEAR TREND GROWTH ON FASHION SHOWS

## TREND BEHAVIOR

### EDGY TREND

weak signal of a potential micro trend with very high risk

### EARLY SIGN

emerging trend with growing perspective but higher risk

### SAFE TREND

announced trend with growing perspective and safe risk

### BIG TREND

trend with a big magnitude due to high commercial potential and quick adaption

### STABLE TREND

trend that is already present in the market with flat growth

### LAST CALL

trend with decreasing perspective but still having business potential

## TREND MAGNITUDE



### MANIFEST

AN ICONIC PRODUCT THAT IS A STABLE TREND OF LARGE MAGNITUDE WITH CONFIRMED COMMERCIAL SUCCESS



### INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL POTENTIAL



### TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK

WOMENSWEAR

DRESSES

SS25 UPDATE



# DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

# THANK YOU!

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